
CITY OF KELOWNA

MEMORANDUM

Date: May 23, 2007

File No.: 6120-00

To: City Manager

From: Parks Planning, Design & Construction Supervisor

Subject: Status Report on Recreation, Parks & Cultural Services Master Plan

RECOMMENDATION:

THAT City Council receive as information the report from the Parks Planning, Design and Construction Supervisor, dated May 23, 2007.

BACKGROUND:

The Recreation, Parks and Cultural Services Department is preparing a master plan. The Master Plan will be used to guide the work of the department and the provision of services to the community over the next ten years. The first phase of the project, including research into demographics and trends, and a community consultation on culture, is complete. The second phase of the project, public consultation and master plan preparation, is underway. The intent of this report is to provide Council with a summary of findings from the first phase of the project and advise Council of the next steps in the master plan process.

1. Phase 1 – Background Work

Demographics and Trends Research

Completed in 2006, this work by Ipsos-Reid and Recresynthesis provides important background to the preparation of the master plan document; it includes demographic analysis, workshops with citizen and user groups, a community-wide telephone survey and research on trends affecting recreation, parks and culture. A summary of this information is provided in Appendix A, attached to this report.

Culture Matters! Community Dialogues

A series of eight Community Dialogues themed 'Culture Matters!' were held in four different areas in Kelowna in November, 2006. These dialogues, intended to focus on culture and the arts and the role of culture in sustainability and community well-being, represented the first phase of a more extensive public consultation and planning process to follow. Approximately one hundred people participated, and hundreds of ideas were generated. A full findings report listing all of the information in detail is now complete. An Executive Summary from the Findings Report, as

attached, identifies a number of themes emerging from the dialogues. The findings will form the foundation for further consultations in Phase 2 and will, in particular, assist in focus group discussions with key stakeholders in the cultural sector.

2. Phase 2 – Planning Work

Public Consultation and Master Plan Preparation

The second phase of the master plan began in 2007. A multi-disciplinary consulting team led by Catherine Berris Associates, and including Fay Baker Consulting and Creative Planning, has been retained by the City to undertake this work. The consulting team has met with the Recreation, Parks and Culture Task Force and will be conducting focus groups with users and stakeholders later this week. A public open house is scheduled for June 19. Another round of review and consultation will take place in the fall. Completion of the Master Plan is scheduled for December 2007, at which time it will be presented to Council for endorsement and approval.

EXISTING POLICY:

The current master plan for the department, the *Recreation Facility and Parkland Development Plan*, was prepared in 1993. While this document has served its purpose well, there is a need for the department to update how and what services will be provided to our residents and visitors over the next ten years.

INTERNAL CIRCULATION TO:

- ☐ Director of Recreation, Parks & Cultural Services
- ☐ Parks Manager
- ☐ Sport & Recreation Manager
- ☐ Cultural Services Manager

Considerations that were not applicable to this report:

LEGAL/STATUTORY AUTHORITY: N/A

LEGAL/STATUTORY PROCEDURAL REQUIREMENTS: N/A

FINANCIAL/BUDGETARY CONSIDERATIONS: N/A

PERSONNEL IMPLICATIONS: N/A

TECHNICAL REQUIREMENTS: N/A

EXTERNAL AGENCY/PUBLIC COMMENTS: N/A

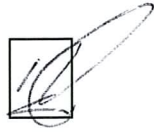
ALTERNATE RECOMMENDATION: N/A

Submitted by:



Andrew Gibbs
Parks Planning, Design & Construction Supervisor

Approved for Inclusion:



Attachments: Appendix A – Demographics and Trends Research
Appendix B – Culture Matters! It's Who We Are – Executive Summary
Appendix C – Public Consultation & Master Plan Preparation

cc: Recreation, Parks and Cultural Services Director
Parks Manager
Sport & Recreation Manager
Cultural Services Manager



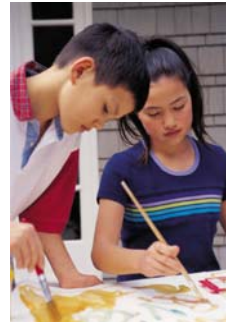
Appendix A Demographics and Trends Research (Phase 1)

Recreation, Parks, and Cultural Services
City of Kelowna



Ipsos Reid Public Affairs

**recresynthesis
consulting inc.**



Appendix A Demographics and Trends Research (Phase 1)

Recreation, Parks, and Cultural Services
City of Kelowna

July 2006



Research Plan

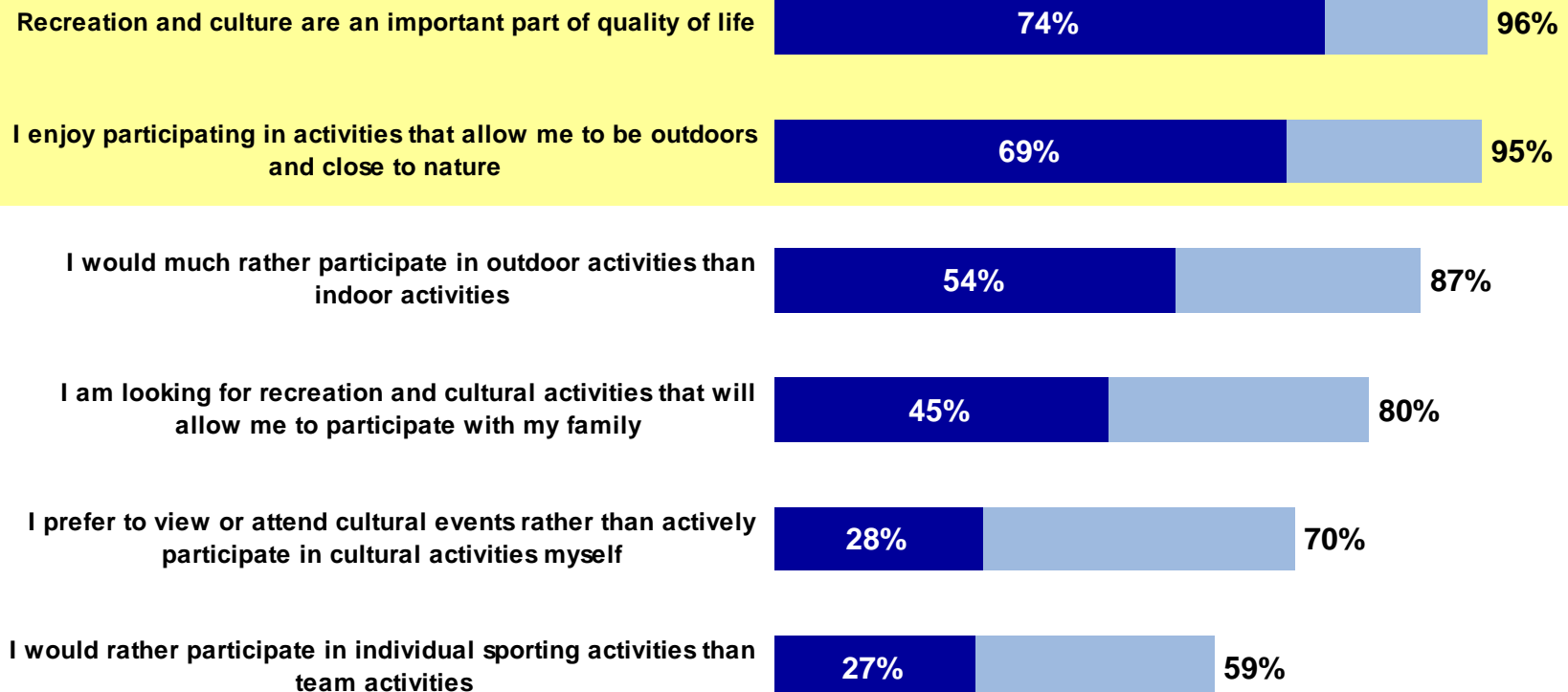
- ◆ Phase One (Qualitative):
 - Qualitative workshops and in-depth interviews with City staff, stakeholders, and residents.
- ◆ Phase Two (Quantitative):
 - Telephone survey with Kelowna residents aged 16 years or older.
- ◆ Phase Three (Secondary Research):
 - Secondary research looking at demographics and trends in parks, recreation, and culture.



Citizens value their parks, recreation, and cultural opportunities, particularly those that allow them to be outdoors and with their family and friends

Now, I'm going to read you some statements people have made about parks, recreation, and culture in general and I'd like you to tell me if you agree or disagree with each one. Let's use the same scale strongly agree, somewhat agree, somewhat disagree, or strongly disagree.

■ Strongly Agree ■ Somewhat Agree



Base: All respondents (n=756)



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Ipsos Reid Public Affairs 3



A city's environment and economy are the most important considerations in deciding where to live - opportunities for recreation and culture also factor into this decision

To begin, there are a number of reasons why people choose to live in one city over another. Assuming family is not a factor, which one of the following would be the most important to you in deciding where to live?

And which would be second most important?

■ First Mention ■ Second Mention

A city's environment – that is the condition of the natural and built environment of the city

34%

27%

60%

A city's economic climate – that is the jobs available and the overall business climate

35%

22%

57%

A city's recreation and cultural opportunities – that is what the city offers in terms of parks, recreation, and culture

22%

31%

52%

A city's social fabric – that is the city's people and approach to social issues

9%

18%

27%

Don't know | 1%

Base: All respondents (n=756)



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Ipsos Reid Public Affairs



Parks, recreation, and culture are important, but not as important as other issues currently facing Kelowna - greater emphasis placed on parks/recreation than culture

Compared to all the various issues facing the City of Kelowna, do you think that ... should be a very high priority for the City, a high priority, a mid-level priority, a low priority, or a very low priority?

■ Very High Priority ■ High Priority

Mid-level priority

Transportation 38% 89% 8%

The environment 37% 86% 12%

Parks 16% 68% 28%

Recreation 15% 68% 28%

Growth and development 22% 66% 23%

Culture 9% 52% 41%

Base: All respondents (n=756)



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Ipsos Reid Public Affairs 5



Attitudes towards parks, recreation, and culture in Kelowna are predominately positive, although the ability to meet future demands is a concern for some

I am going to read you some statements that people have made about parks, recreation, and culture in Kelowna. Please tell me if you agree or disagree with each one, using a scale of strongly agree, somewhat agree, somewhat disagree, or strongly disagree.

■ Strongly Agree ■ Somewhat Agree

I can find all the recreation and cultural activities that are of interest to me in Kelowna

46%

83%

Kelowna's parks, recreation, and cultural opportunities are one of the main reasons why I like living here

41%

80%

Kelowna should invest more in parks, recreation, and culture

30%

80%

Parks, recreation, and culture are not as important as other issues currently facing the City of Kelowna

25%

67%

Current parks, recreation, and cultural facilities in Kelowna are insufficient to meet the demands of the City's growing population

25%

64%

I would rather see the City build a few large centrally located parks, recreation, cultural facilities than many smaller-scale facilities throughout the City

20%

41%

Base: All respondents (n=756)



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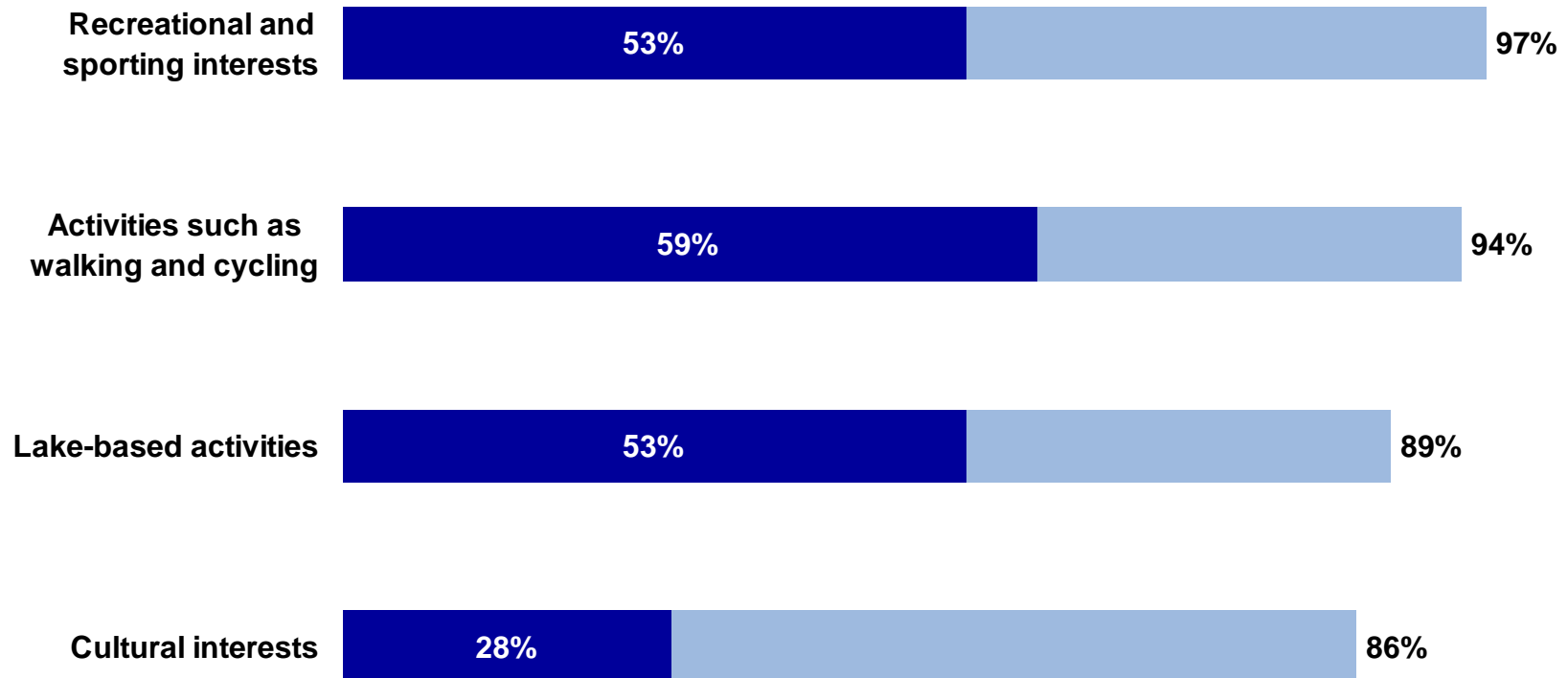
Ipsos Reid Public Affairs 6



Citizens perceive Kelowna's recreation and cultural opportunities favourably

Overall, how would you rate Kelowna as a place to pursue ...? Would you say very good, good, poor, or very poor?

■ Very Good ■ Good



Base: All respondents (n=756)



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Ipsos Reid Public Affairs 7



The City is doing a good job providing parks, recreation, and cultural opportunities

Please tell me how good a job you think the City is doing in each of the following areas. Would you say the City is doing a very good job, a good job, a poor job, or a very poor job?

■ Very Good Job ■ Good Job

Providing a wide variety of parks, recreation, and cultural opportunities

27%

92%

Providing safe parks, recreation, and cultural facilities

20%

83%

Supporting local arts and cultural initiatives, artists, and performers

21%

82%

Providing affordable recreation and cultural opportunities

15%

82%

Base: All respondents (n=756)



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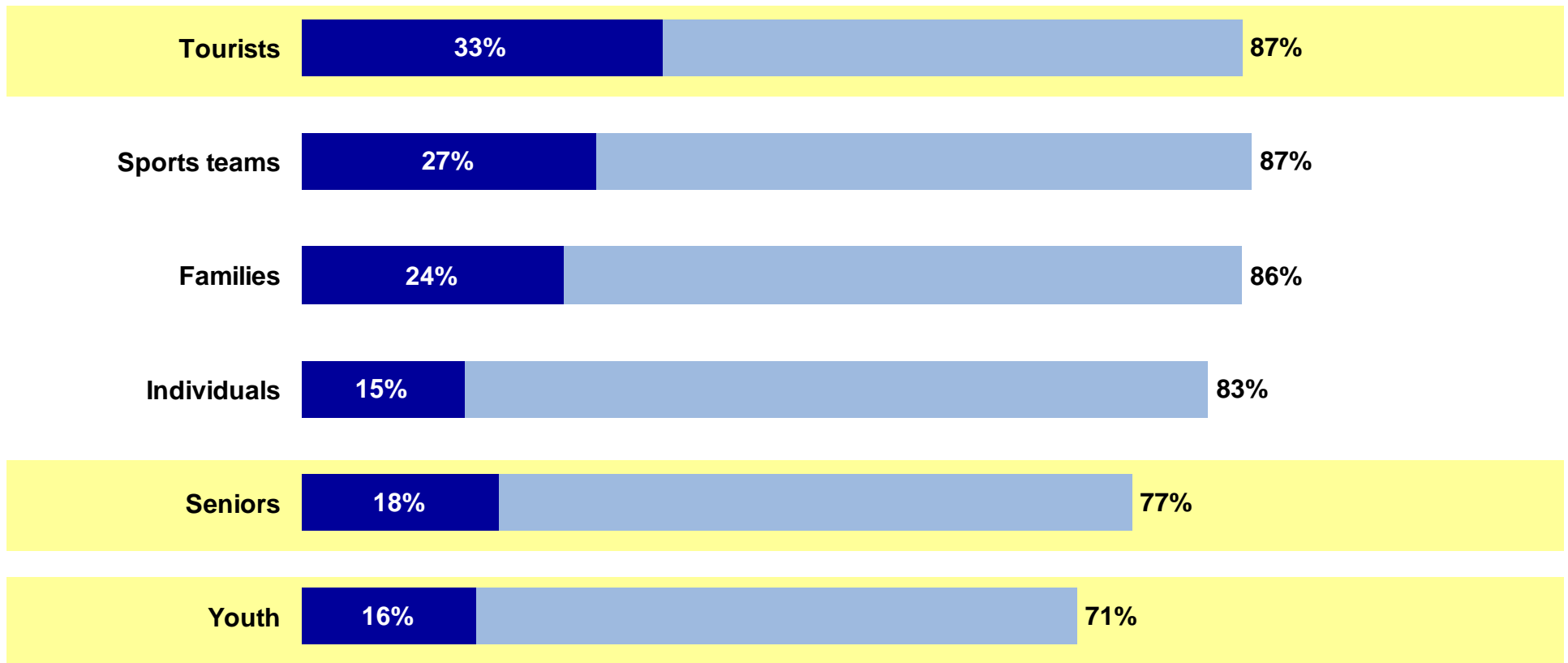
Ipsos Reid Public Affairs 8



The City is also doing a good job providing activities for different segments of the population, particularly tourists, sports teams, families, and individuals

And how good do you think the City is doing at providing recreation and cultural activities for ...? Would you say a very good job, a good job, a poor job, or a very poor job?

■ Very Good Job ■ Good Job



Base: All respondents (n=756)



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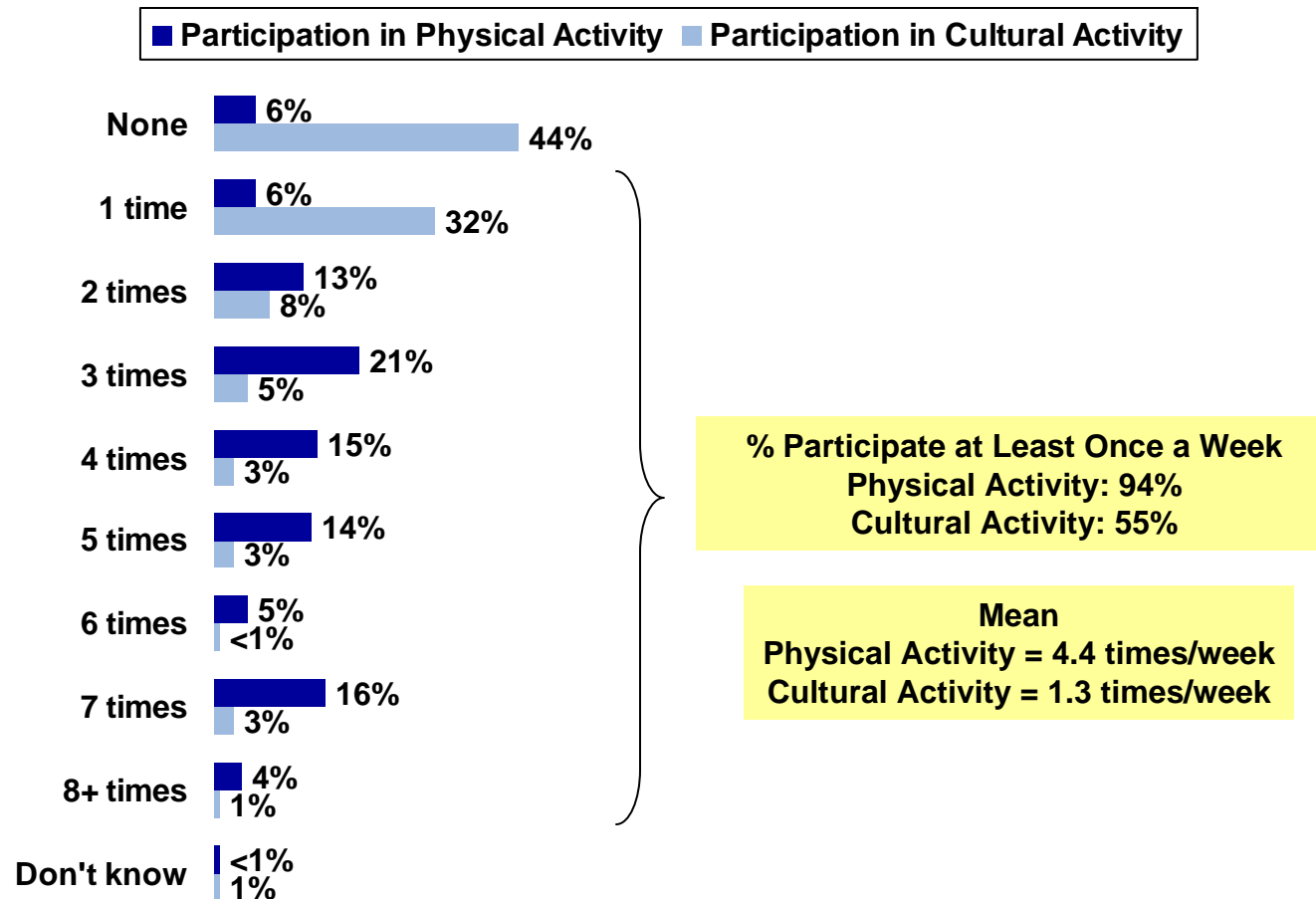
Ipsos Reid Public Affairs 9



Citizens are more likely to participate in physical activity than cultural activity

In a typical week, how many times do you personally participate in moderate physical activity?

In a typical week, how many times do you personally participate in cultural or creative interests?

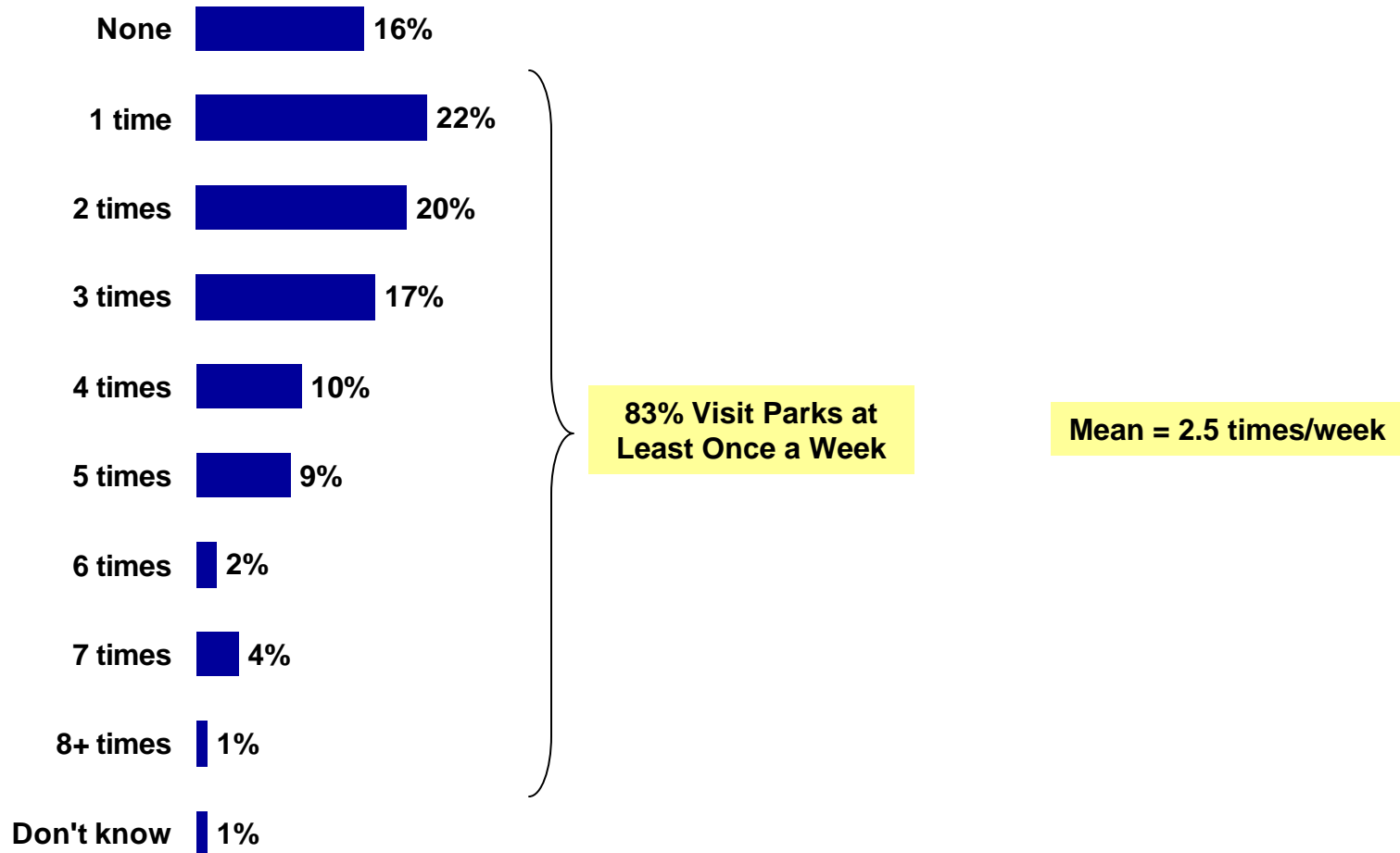


Base: All respondents (n=756)



Citizens visit parks an average of 2.5 times a week

In a typical week, how many times do you personally use or visit parks? Parks may include sports fields, playgrounds, trails, beaches, natural areas, etc.

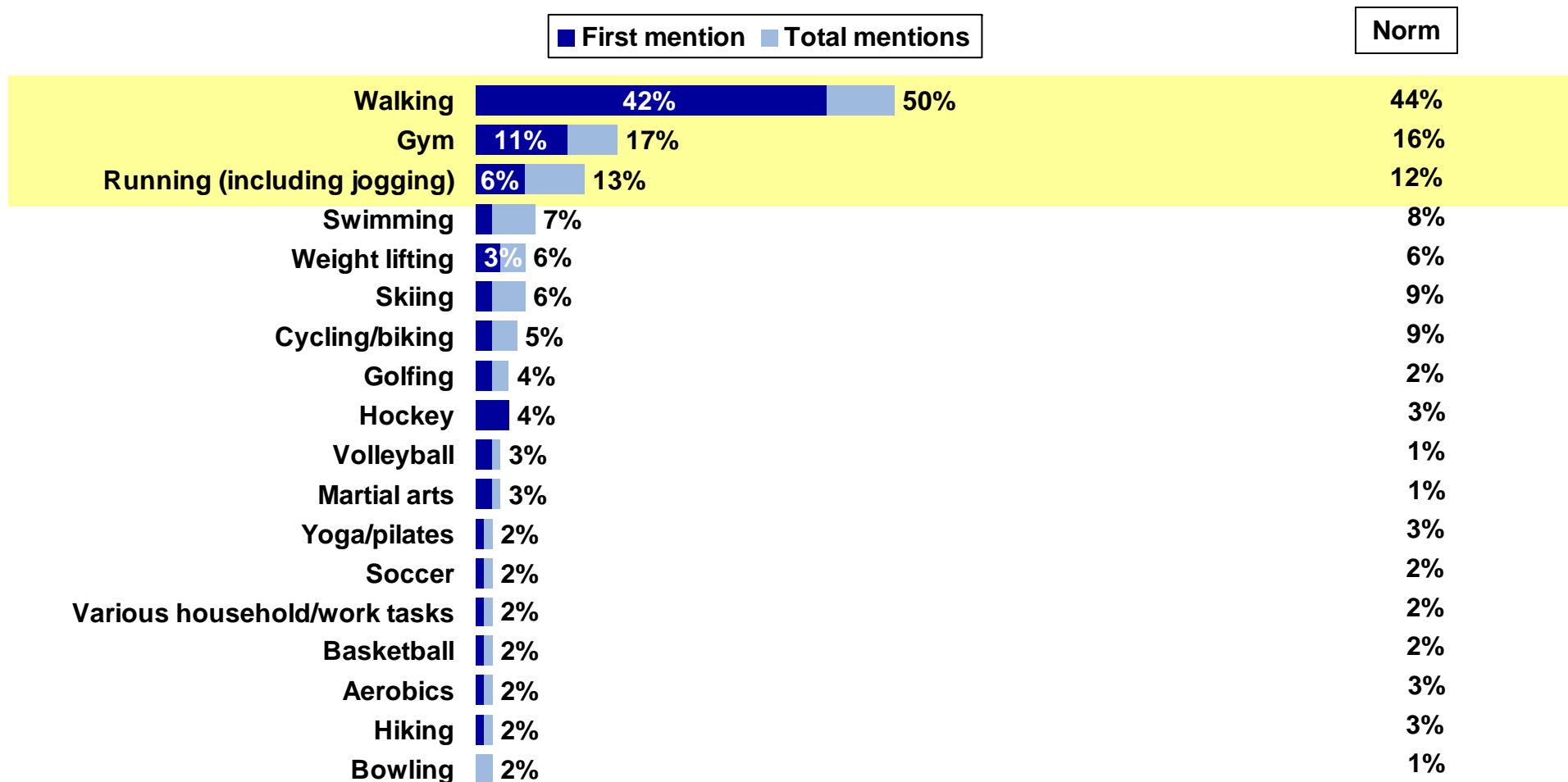


Base: All respondents (n=756)



Walking is the most common form of physical activity

What types of physical activity or exercise do you participate in on a regular basis?



Base: All respondents (n=300)*



* Results are from January 2006 survey.
Note: Only mentions of 2% or higher are shown.

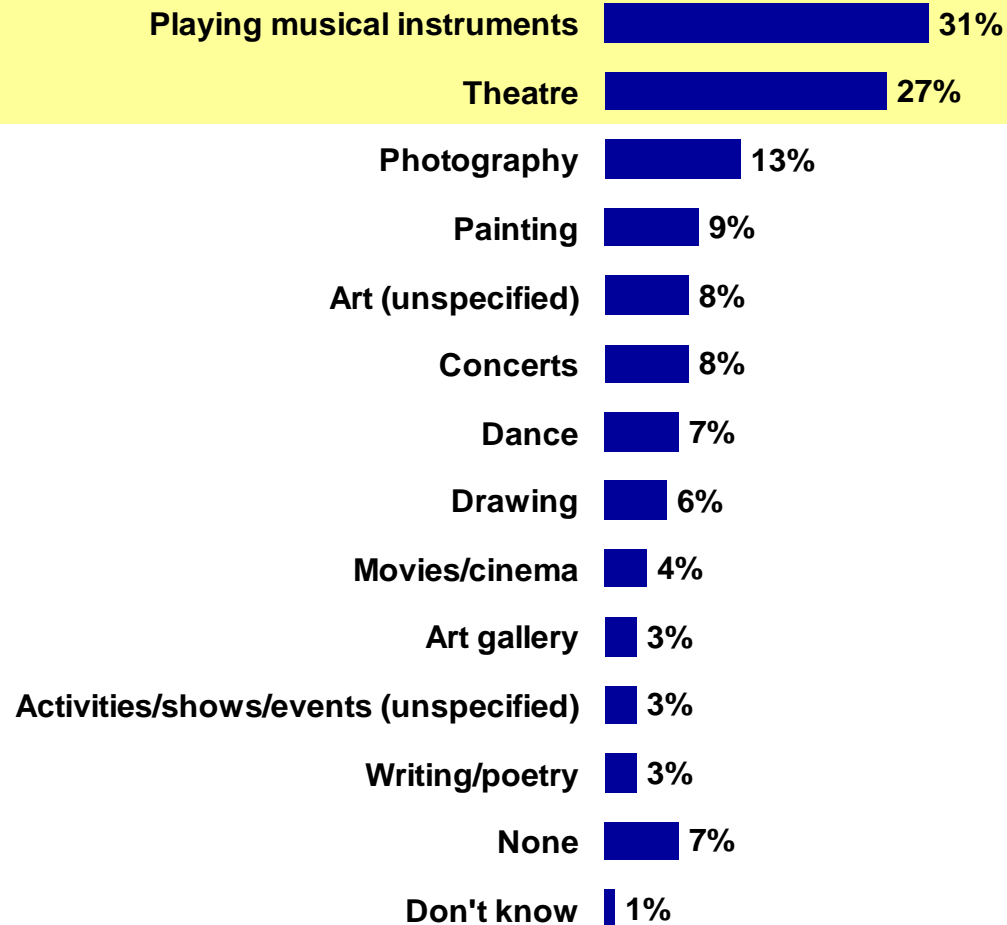
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Ipsos Reid Public Affairs 12



Music and theatre are the most popular cultural activities

What types of cultural or creative activities do you personally participate in on a regular basis? Any others?



Base: Participate in cultural or creative interests in a typical week (n=434)



Note: Only mentions of 3% or higher are shown.

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Ipsos Reid Public Affairs 13

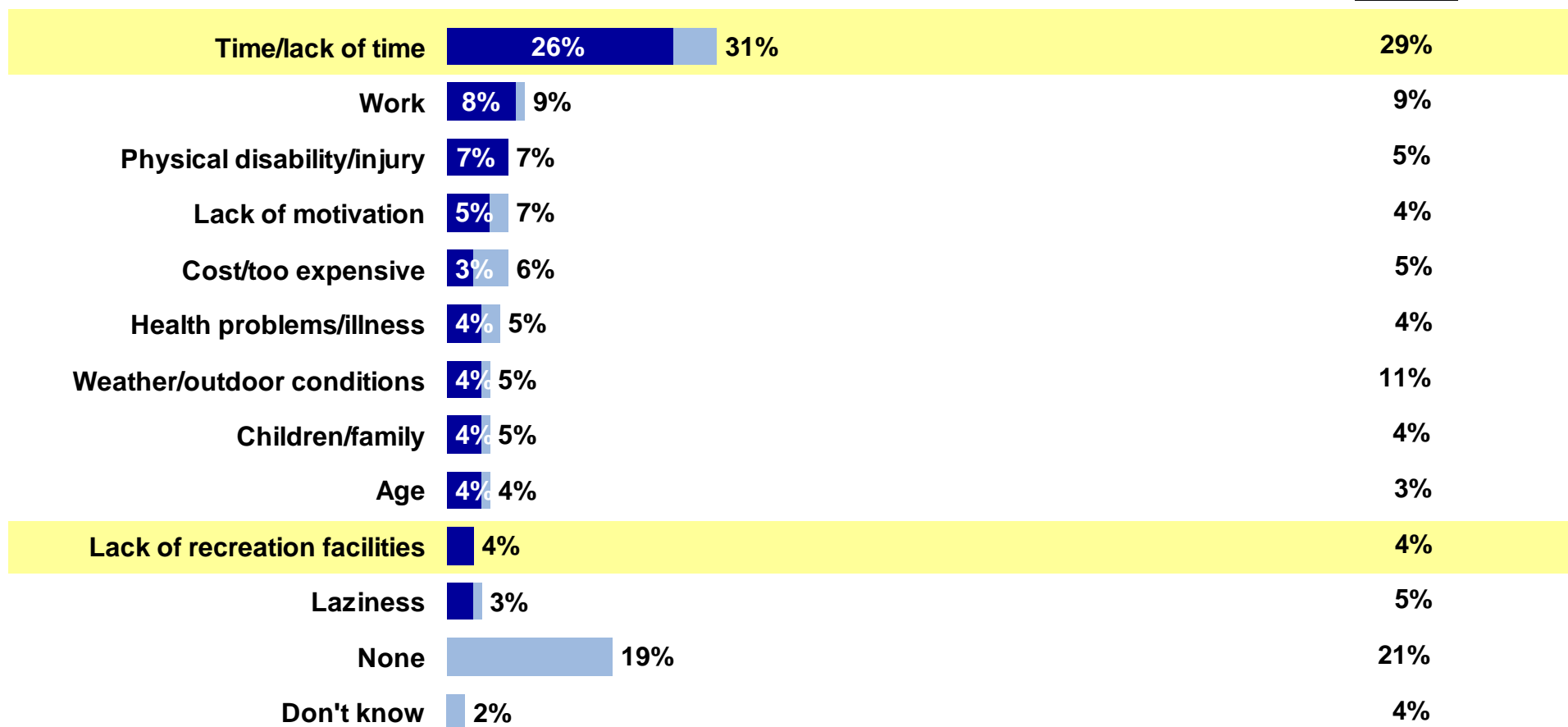


Time is the primary barrier to participating in physical activity

And what would you say is the main barrier to you participating in physical activity and exercise? Any other barriers?

■ First mention ■ Total mentions

Norm



Base: All respondents (n=300)*



* Results are from January 2006 survey.
Note: Only mentions of 3% or higher are shown.

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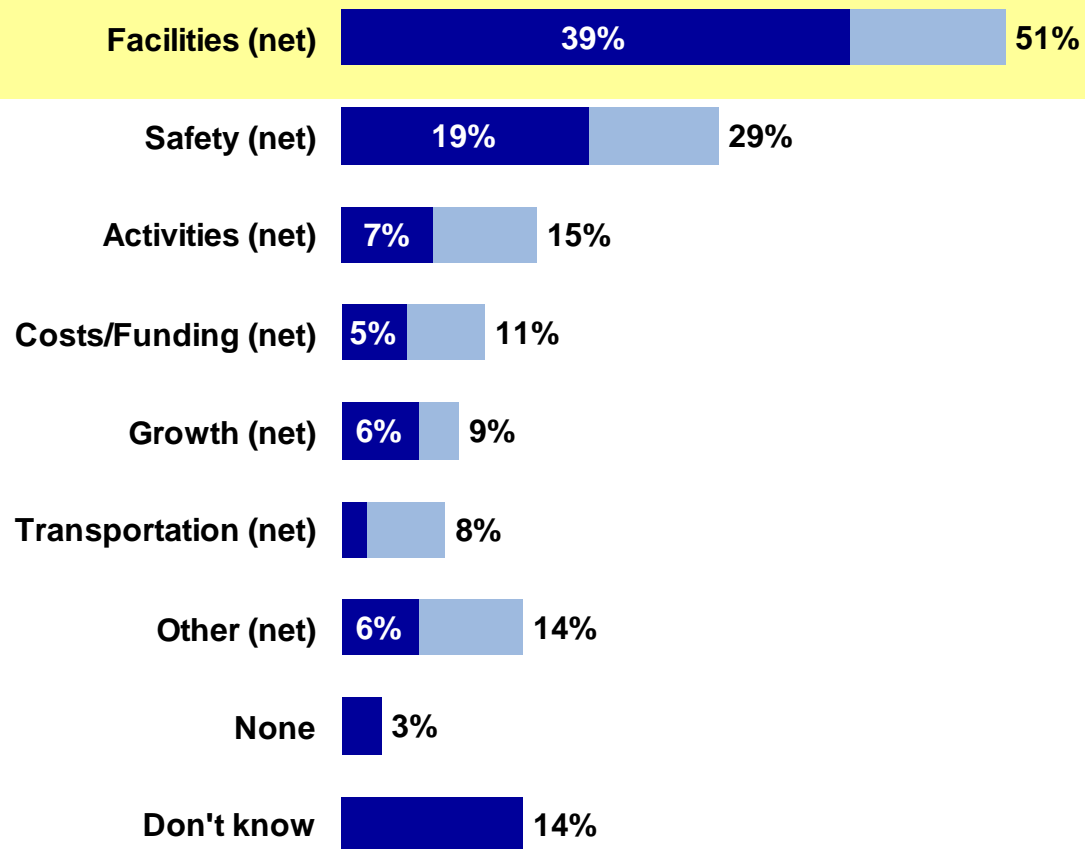
Ipsos Reid Public Affairs 14



Citizens want local leaders to focus on facilities most of all

In your opinion, what is the most important issue related to parks, recreation, and culture facing Kelowna over the next few years? That is, the parks, recreation, and cultural issue that you feel should get the greatest attention from local leaders.

■ First Mention ■ Other Mentions



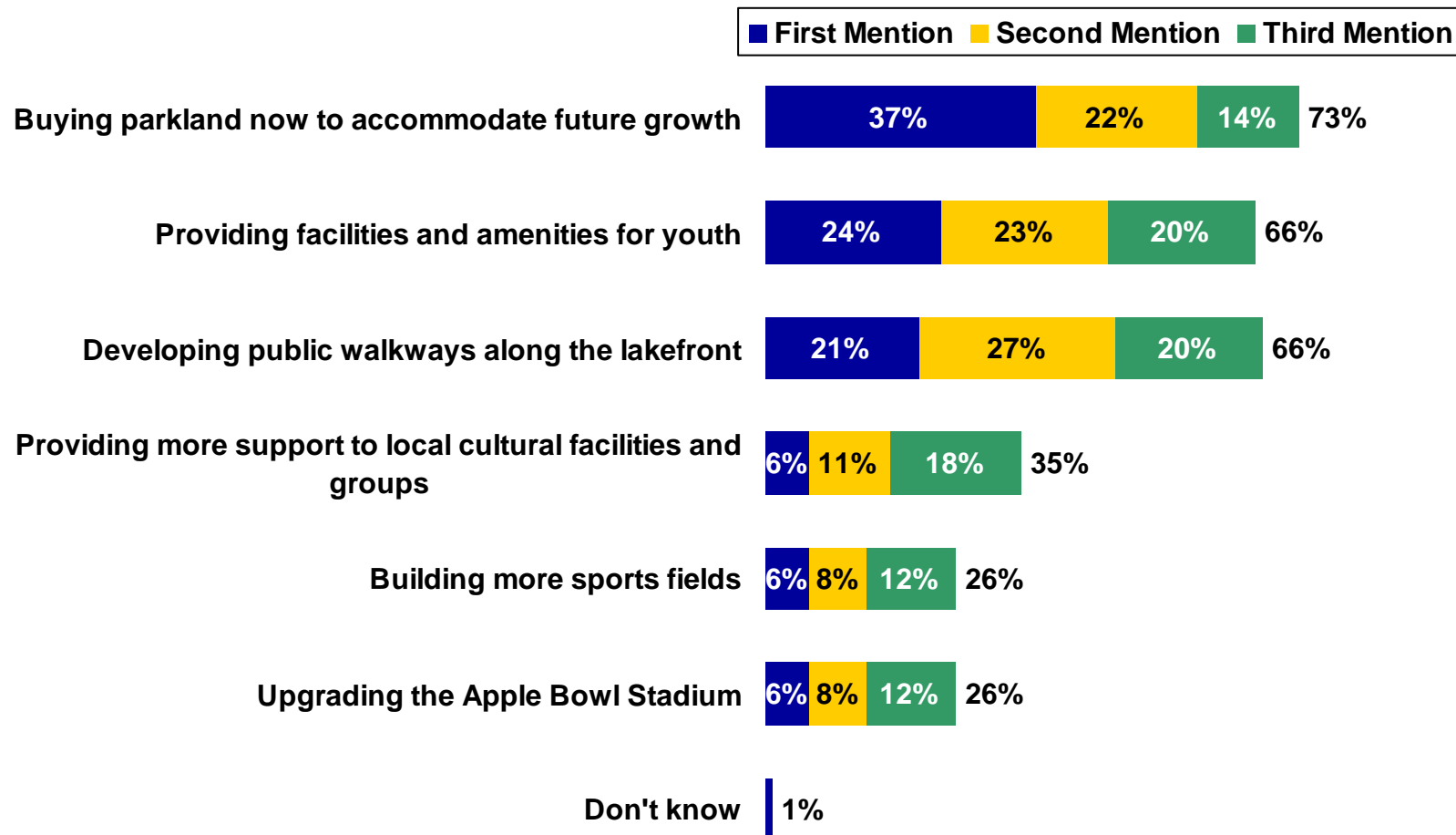
Base: All respondents (n=756)





Acquisition of parkland is identified as the top priority for the City - youth facilities and lakefront walkways are also important

When it comes to investing in parks, recreation, and culture, please tell me which one of the following initiatives you think should be the highest priority for the City over the next five years. And which one should be the second highest priority? And which one should be the third highest priority?



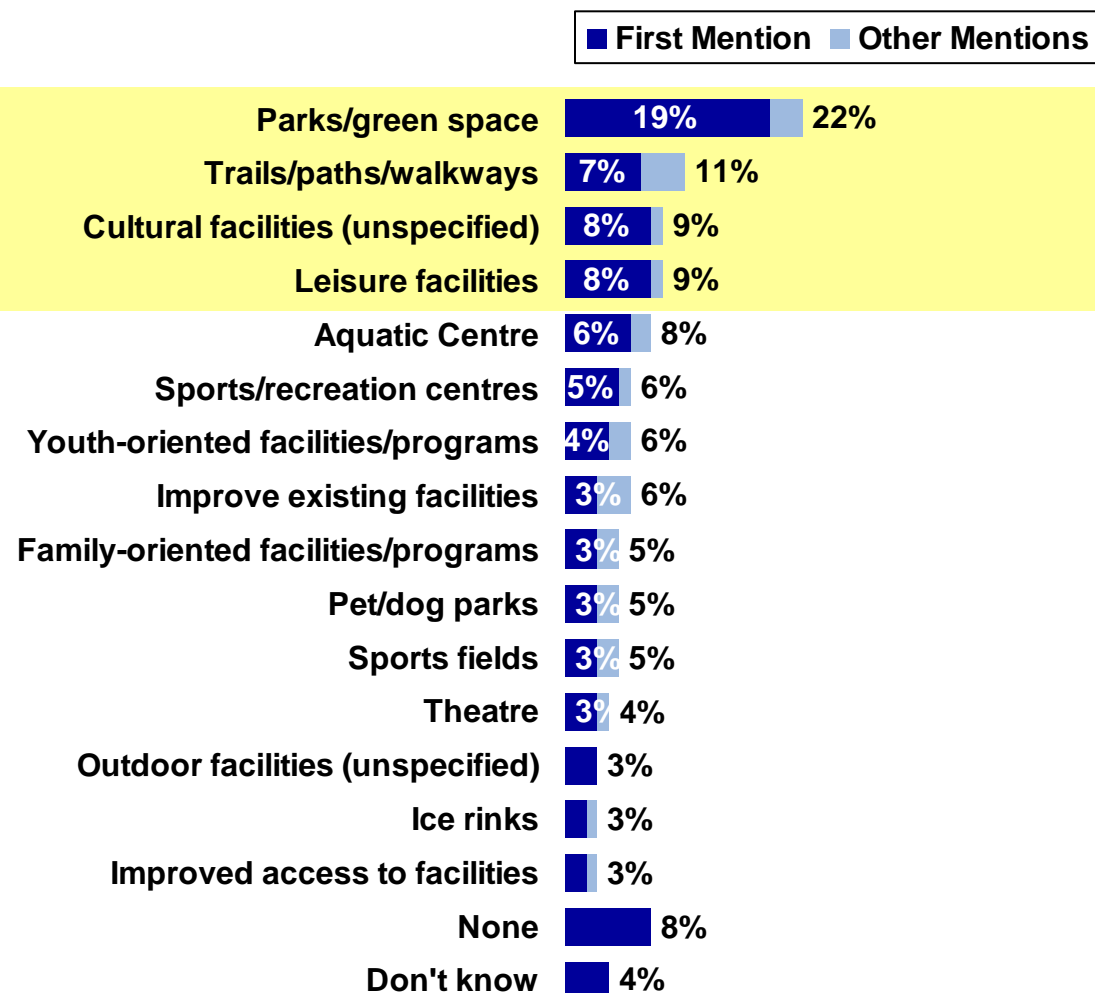
Base: All respondents (n=756)





Parks and green space are the facilities that citizens would most like to see more of in Kelowna

What types of parks, recreation, and cultural facilities, if any, would you most like to see more of in Kelowna?



Base: All respondents (n=756)



Note: Only total mentions of 3% or higher are shown.

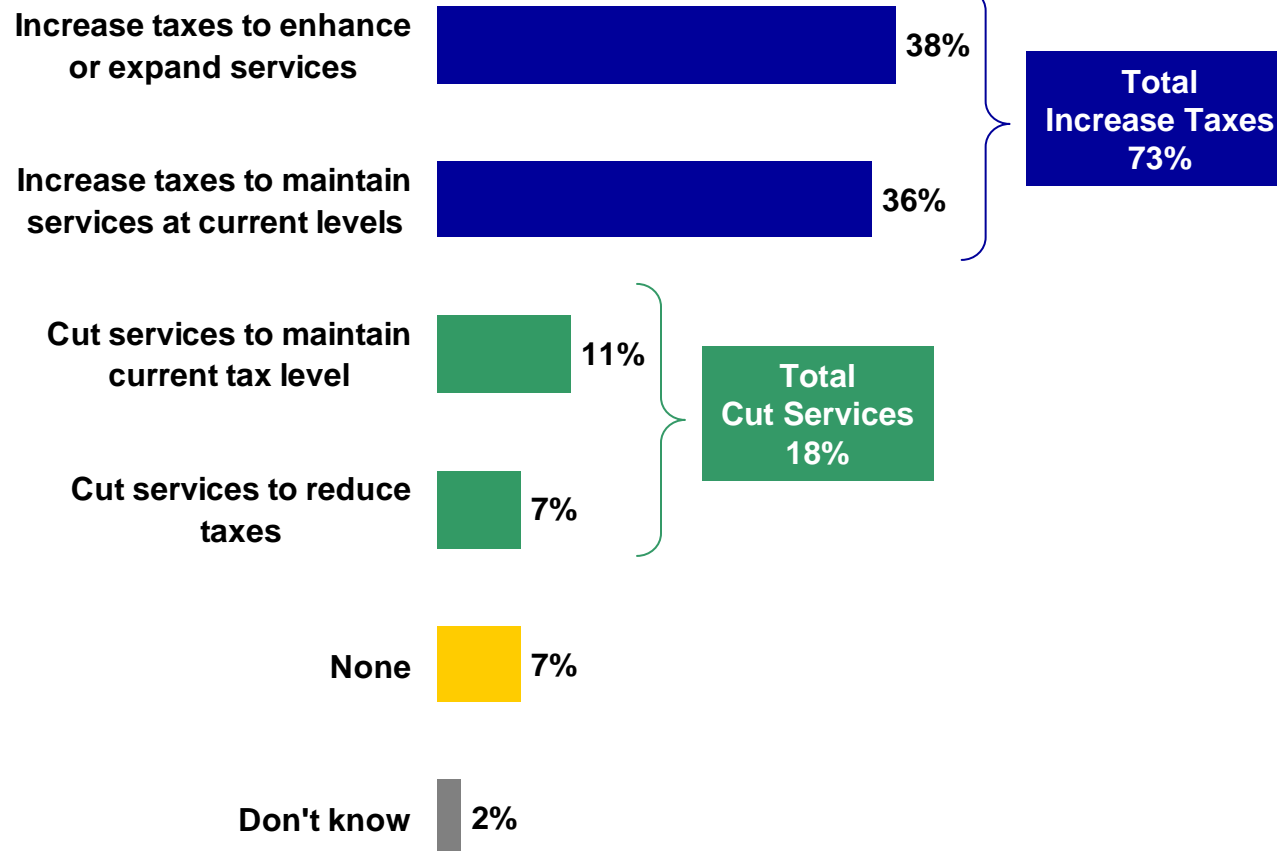
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Ipsos Reid Public Affairs 17

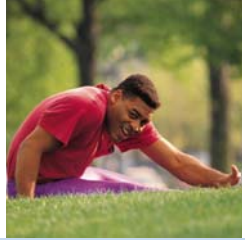


Citizens would rather see the City increase taxes than cut services at a ratio of 4:1

Municipal property taxes are one of the primary ways to pay for parks, recreation, and cultural services provided by the City. Due to the increased cost of maintaining current service levels and infrastructure, the City must balance taxation and service delivery levels. To deal with this situation, which one of the following four options would you most like the City to pursue?



Base: All respondents (n=756)



Appendix B Culture Matters! It's Who We Are Executive Summary (Phase 1)

Recreation, Parks, and Cultural Services
City of Kelowna

culture matters! it's who we are

EXECUTIVE SUMMARY

FINDINGS FROM A SERIES OF COMMUNITY DIALOGUES

NOVEMBER, 2006



Prepared by Sandra Kochan
City of Kelowna Cultural Services Division

EXECUTIVE SUMMARY

‘Culture Matters!’ Community Dialogues reveal:

- Culture is a complex, inter-related set of values and relationships. Culture helps to unify our community. The arts are a voice and expression of the community’s culture.
- There are many ways in which culture and the arts can contribute to solutions for the challenges facing our community.
- Kelowna citizens care deeply about their neighbourhoods and their community and believe that culture and the arts are important to their quality of life. Community well-being is enhanced by the presence of, and access to, culture and the arts. Sustainability and well-being are linked.
- There are unaddressed gaps and opportunities in culture and the arts in Kelowna.

It’s time for a new plan for culture and the arts in Kelowna. The plan will be founded on information and needs identified by Kelowna residents and stakeholders. It will have a city-wide scope. It will provide strategies for enhancement and development of culture and the arts which are inclusive, accessible and sustainable. It will inform, and be informed by, other planning initiatives in areas such as parks, recreation, heritage, sustainability, land-use and capital.

Background

A series of eight Community Dialogues themed ‘Culture Matters!’ were held in Kelowna in November, 2006. These dialogues represented the first phase of an extended consultation and planning process leading to a new Cultural Plan for the City of Kelowna. This plan will be part of/in tandem with a broader process for the creation of a new, comprehensive departmental Master Plan for the delivery of recreation, park and cultural services over the next 10 years.

Objectives for The Cultural Plan

Broadly stated, the objectives for a new Cultural Plan include:

- A new vision and mission for the Cultural Services Division which reflects not only the needs of the municipal corporation but the broader community;
- Strategies and measures to nurture community cultural development on a city-wide basis;
- Strategies to engage the arts community in broader civic objectives;
- A framework to enhance both internal (City) and external (community) awareness and recognition of the role of culture in community sustainability and well-being.

Why Consultations Were Needed

The need for public consultation and engagement as a key task at the inception of the planning project was precipitated by challenges arising primarily from the city's rapid growth and changing demographics, and a perceived lack of awareness and support within the community-at-large for the arts, culture and creativity agenda and the City's cultural achievements and role. Internally, a number of long-range planning initiatives (including heritage and sustainability plans) already underway within other City departments did not adequately reflect culture as a key dimension to community well-being.

Consultation Format

The dialogues were planned in 4 different parts of the city, at different times of day. An intense media and promotion campaign extending over approximately 8 weeks was used to generate interest. As participants pre-registered, they were provided with an information package in advance which included information about current cultural activities and perceptions in Kelowna, statistical data about culture and the economy, and a series of case studies exemplifying community cultural development around the world.

Dialogue sessions were 2 ½ hours in length, balanced between open-ended and facilitated brainstorming. The tone of each session was warm and welcoming, with music, art, refreshments and a visually stimulating environment. Approximately 100 people participated.

What We Learned

Hundreds of ideas were generated. The full findings report lists all of the information in detail. The themes which emerged are set out below.

It should be emphasized that these findings are not to be interpreted as a 'shopping list' or a directive for future initiatives. They are, however, a subjective and compelling snapshot of Kelowna's current cultural condition, and will provide valuable insight as the planning process continues.

DIVERSITY

- Kelowna is perceived as lacking in cultural diversity. Further, Kelowna is perceived as lacking an awareness of how cultural diversity can contribute to community vitality and quality of life.
- There is a desire to overcome current perceptions about diversity and work toward a community culture of inclusiveness and open acceptance of differences in lifestyles, backgrounds and opinions.

QUALITY OF LIFE

- People feel fortunate to live in Kelowna and openly shared many positive aspects of living here. Many feel that the features which attracted them here or have kept them here are changing. There is an underlying sense of urgency about protecting their quality of life. Key amenities are parks, green spaces, neighbourhoods, access to nature, the blend of urban and rural amenities, and the people.
- The presence of, and opportunity to benefit from, arts and culture are important elements of Kelowna's quality of life.

PARTNERSHIPS

- The business community has an important role to play in the city's cultural identity, by working in partnership with the non-profit sector and local government and by being more directly engaged with artists.
- Many people believe that educational institutions can make important contributions to the City's cultural life, through access to school facilities, more coordination with and linkages to other agencies and initiatives, and more cultural focus in the curriculum.

GETTING THE WORD OUT

- The effectiveness of communications and marketing relating to arts activities will be enhanced by more coordination and centralization – many people mentioned their preference to rely on one authoritative source of information such as a website.

REMOVING BARRIERS

- The costs relating to participation in, or attendance at, arts activities are a concern, especially for children and youth.
- Addressing mobility and transit challenges will contribute to overall quality of life and will enhance participation in arts activities.

SOCIAL CONNECTEDNESS

- Kelowna residents are feeling disconnected from each other and are seeking ways in which they can connect in informal settings. 'Socials', block parties and neighbourhood celebrations were mentioned frequently. There is an expressed wish for these gatherings to be small and to occur 'close to home' rather than in a centralized location. Neighbourhood spaces for these types of events are considered to be in short supply.
- The 20-30 age group feels disenfranchised and disconnected from the community-at-large.

FOOD & AGRICULTURE

- Food, in contexts including neighbourhood celebrations, community gardens or communal kitchens, is perceived as a valuable tool to link different generations and cultural groups.
- Local agriculture, both in current and historical terms, is considered an important part of local identity.

IDENTITY

- There is a degree of uncertainty about the identity of Kelowna as a whole. There are, however, many readily identifiable characteristics of particular neighbourhoods and other features which contribute to Kelowna's identity.
- Many residents suggested more recognition and celebration of the history and distinctiveness of various neighbourhoods.

Where We Go From Here

The information gathered during our Culture Matters! dialogues will inform the balance of the planning process leading to a Recreation, Parks and Cultural Services Department 10 year master plan.

The planning consultants retained for this phase of work are Catherine Berris Associates Inc. based in Vancouver. Included in the consulting team is cultural specialist Bill Bulick of Portland, Oregon. Cultural planning and associated policy development, program design, advocacy and community partnership activities have defined Bill's career as a practitioner, consultant, teacher, author and national leader with 'in the trenches' experience. Bill also has extensive experience with broader-based community planning and in integrating cultural planning into broader based plans in other communities. Recent consulting activities and special projects have included writing and editing the recent Americans for the Arts Monograph, *Cultural Strategies for Creative Communities* (based on the creative economy strategies highlighted by the work of Richard Florida and others), cultural planning work in Tucson (Arizona), Austin (Texas), Minneapolis (Minnesota), Charlotte (North Carolina) and Cincinnati (Ohio). He has led implementation of the Arts Plan 2000+ in Portland, Oregon and for nearly 10 years served as the Executive Director of Portland's Regional Arts and Cultural Council.

The balance of the planning process includes:

- A series of interviews, focus groups and open houses in May/June, 2007 including a number of groups focused on culture and the arts;
- Research into best practices, trends, needs and issues, and formulation of guiding statements in July, 2007;
- Preparation of draft recommendations for the master plan in August/September, 2007;
- An open house in September/October, 2007; and
- Presentation of the final Master Plan in December, 2007.

To obtain a complete copy of the full findings report*, please contact:

Sandra Kochan
Strategic Planning Coordinator
Cultural Services Division, City of Kelowna
Phone 250-469-8935
Email skochan@kelowna.ca



(***Note:** the full findings report is approximately 100 pages long and includes a DVD with photos and video. The report, excluding the DVD content, can also be emailed in PDF. The PDF file size is approximately 5 MB.)



Appendix C Public Consultation and Master Plan Preparation (Phase 2)

Recreation, Parks, and Cultural Services
City of Kelowna



Public Consultation & Master Plan Preparation

